

WINTER 2012

CityScene

NORMANDY PARK

Shop the Park

Events and projects aim to boost Normandy Park

SHOW ME THE MONEY!

How your taxes are invested in Normandy Park

LEVY LID LIFT

What you need to know

HOLIDAY EXTRAVAGANZA

What's happening around the Park this Season



CITY OF
NORMANDY PARK
WASHINGTON

Improving communication to increase community engagement and understanding.

CITY OF NORMANDY PARK

Volunteer Communications Committee

Your Options for Seeking Information

- www.normandyparkwa.gov
- www.manhattan-village.org
- www.facebook.com/npcitymanager
- www.twitter.com/normandyparkcm
- www.facebook.com/NPCChief
- www.twitter.com/nppdchief
- City Scene Newsletter
- E-Alert
- Cable Access Channel 21

Your Communication Team

- Don Crawley, Volunteer
- Chris Gaddis, Chief of Police
- Joy Johnston, Volunteer
- Shawn McEvoy, City Council
- Doug Osterman, City Council
- Kimberly Patamia, Volunteer
- Doug Schulze, City Manager
- Barbie Seifert, Volunteer
- Susan West, City Council

**CITY MANAGER
DOUG SCHULZE**

Normandy Park City Hall

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Photo by Dustin Keeth

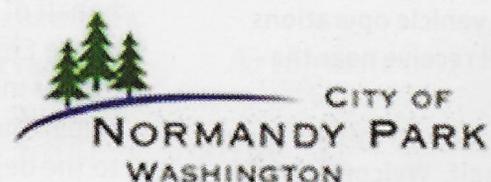
The Normandy Park City Council, in response to community requests for information, has created an ad-hoc committee comprised of community members, communication experts, council members and city employees. The goal of the committee is to bridge the communication gap between the City and our community. We are asking for your help by signing up for one of the many information options we have listed here.

Please share your ideas for improving communication. We look forward to hearing from you!

Sign up for E-Alerts by visiting the Normandy Park Website.

E-Alert Notifications

- City Manager's Report
- City Scene Newsletter
- Cultural Arts & Events
- Police News & Alerts
- Public Notices





CityScene NORMANDY PARK

WINTER 2012

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YOU ARE HOLDING IN YOUR HANDS THE PRODUCT OF A COLLABORATIVE COMMUNITY effort between the City of Normandy Park staff and involved residents of the community—the “new” City Scene magazine.

The new *City Scene* is one of the first projects undertaken by your new Communications Committee chaired by Councilmember Susan West and constituted from concerned residents.

The Communications Committee was developed to provide a forum through which our City’s policymakers can better engage with the community they serve.

As new residents of Normandy Park, my wife Denise and I wanted to get involved in this new effort. As magazine publishers we thought helping the City produce an attractive piece to communicate with residents and promote the community was a natural way for us to give back.

City Scene is based on a model we developed for non-profit and government agencies—and private companies—to help them better communicate with their constituents ...and generate revenue.

Because the costs of the magazine are entirely underwritten by the advertising, there is no cost to the City—in fact; we plan to generate positive revenue for the community to be administered by a new non-profit foundation.

Local resident Mike Seifert has stepped up to sell advertising for the new magazine. Thanks to his efforts we are already seeing positive cash flow which will go to the foundation.

Though the primary mission of *City Scene* continues to be sharing City administrative news with residents, Normandy Park’s *City Scene* will also serve as an excellent marketing tool for local retailers looking to attract customers.

We think the take-away value of the publication will make it one of our most valuable ongoing marketing tools. Residents and visitors alike will read about local retailers, service providers and community events—all of which raise the visibility of Normandy Park –and the local businesses that keep us vibrant.

I hope you enjoy the new magazine, and I encourage you to contact me with your ideas about how we can use the magazine to promote our community.

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CITY BUSINESS



COUNCIL CORNER - By Council Member Susan West

Let's Communicate!



HOPEFULLY BY NOW YOU HAVE RECEIVED A COMMUNICATIONS FLYER from the Normandy Park Communications Committee. In September, volunteers from the NP Communications Committee, NP Economic Development Committee, and NP Parks Commission, set out on a journey to drop off flyers at all 2,600 homes in Normandy Park.

Thank you volunteers for all your time. You covered a lot of ground.

The goal: To enhance communication between the City and the residents.

The Communications flyer, which is included on the adjacent page, offers a variety of communication tools that you and the City can use to improve communication. The tools include social media sites, e-alerts, the *City*

Scene, and the City's Channel 21 on Comcast. In addition, please consider attending City Council meetings, Commission meetings, and Committee meetings. Feel free to also call City Hall or send an email.

Why did we launch a Normandy Park Communications Committee?

We heard your concerns about a lack of communication between the City and the community. We called on local communication experts for their help and formed a volunteer committee. The committee members include community members with experience in communications, public relations, media relations, radio, TV news, publishing, advertising, marketing, and public speaking, to name a few.

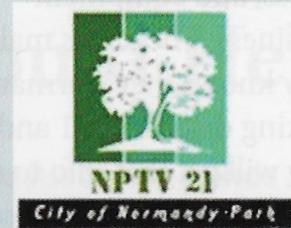
Do you have communications experience? Let me know. Together as a community, we can solve this communication dilemma.

What is my goal as Chair of the Communications Committee?

It is to make sure we find a way for everyone in this community to be able to communicate with the City, understand what is happening in our city, and have the opportunity to share our ideas, thoughts, and concerns.

Would you like to join the committee? Contact Susan West at susan.west@ci.normandy-park.wa.us or call 206-818-6945.

Thank you – and let's communicate!



Watch Channel 21 Normandy Park's local television channel

STAY INFORMED! SIGN-UP FOR THE CITY'S E-NOTICE PROGRAM.

We've made it easy for you to be informed about City issues, projects, and activities. Sign-up for the City's E-Notice Program! All you need to do is complete the on-line form to receive electronic Public Notices, Public Safety News & Alerts, Cultural Arts & Events Notices, City Manager's Report, and Normandy Park *City Scene* Magazine and E-News. You can choose as many topics as you are interested in, and you can add or delete topics at your convenience!

To get started receiving information, please visit the City's website at www.normandyparkwa.gov. At the top of the home page, click on the E-Notice link to sign-up for electronic publications. Once you have submitted the on-line form, you will receive an automated e-mail asking you to validate your information which will allow you to begin receiving the publications you request.

If you have any problems completing the on-line form, please feel free to call 206-248-8256 for assistance. Hope you enjoy the City's on-line publications.